

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 402 Issue 7



WSPA-TV

250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	36430	Campaign Ref:	E:120703008
Buyer:	..	Client/Product/Estimate:	MCCRO /ORDR /C29N06	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06217721
Est./PO Number:	08217721	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	McCrory 4 NC Gov	Booking Group:	WSPA	Key Market:	Greenville Spartanburg Asheville
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 3p ET / 2p CT Let's Make A Deal ...F..	05	120	30 Comme	Nbr of Spots	1	1	120
2	M-F 4-5p Judge Judy ...F..	04	140	30 Comme	Nbr of Spots	1	1	140
3	M-F 1135p ET / 1035p CT Late Show M.....	06	170	30 Comme	Nbr of Spots	1	1	170
4	M-F 3p ET / 2p CT Let's Make A Deal M.....	05	120	30 Comme	Nbr of Spots	1	1	120
5	M-F 4-5p Judge Judy M.....	04	150	30 Comme	Nbr of Spots	1	1	150
6	M-F 9a Dr Phil M.....	05	225	30 Comme	Nbr of Spots	1	1	225
8	Sat 8-9pS.	06	80	30 Comme	Nbr of Spots	1	1	80
Weekly Totals: Total Spots(Ord Spots)					58	17	75	
Open PR					-1		-1	-225
Closed PR					3		3	

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 402 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 36430	Campaign Ref: E:120703008
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C29N06	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06217721
Est./PO Number: 06217721	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
10	M-F 1135p ET / 1035p CT Late Show ...T...	06	120	30 Comme	Nbr of Spots	1	1	120
11	M-F 3p ET / 2p CT Let's Make A Deal ...T...	05	120	30 Comme	Nbr of Spots	1	1	120
12	M-F 4-5p Judge Judy ...T...	04	140	30 Comme	Nbr of Spots	1	1	140
13	Tue 10p ET / 9p CT Vegas ...T...	05	900	30 Comme	Nbr of Spots	1	1	900
14	M-F 1135p ET / 1035p CT Late Show ...T...	06	120	30 Comme	Nbr of Spots	1	1	120
15	M-F 3p ET / 2p CT Let's Make A Deal ...T...	05	120	30 Comme	Nbr of Spots	1	1	120
16	M-F 4-5p Judge Judy ...T...	04	140	30 Comme	Nbr of Spots	1	1	140
17	M-F 3p ET / 2p CT Let's Make A Deal ...T...	05	120	30 Comme	Nbr of Spots	1	1	120
18	M-F 4-5p Judge Judy ...T...	04	225	30 Comme	Nbr of Spots	1	1	225
19	M-F 9a Dr Phil ...T...	05	80	30 Comme	Nbr of Spots	1	1	80
Weekly Totals: Total Spots(Ord Spots)					58	17	75	
Open PR					-1		-1	-225
Closed PR					3		3	

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 402 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 36430	Campaign Ref: E:120703008
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C29N06	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06217721
Est./PO Number: 06217721	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
21	Fri 10p ET / 9p CT Blue Bloods ...F..	05	2500	30 Comme	Nbr of Spots 1		1	2500
22	M-F 1135p ET / 1035p CT Late Show ...F..	06	120	30 Comme	Nbr of Spots 1		1	120
23	M-F 530a News ...F..	04	50	30 Comme	Nbr of Spots 1		1	50
24	M-F 6a News ...F..	04	100	30 Comme	Nbr of Spots 1		1	100
25	M-F 7a CBS This Morning ...F..	04	80	30 Comme	Nbr of Spots 1		1	80
26	M-F 9a Dr Phil ...F..	05	80	30 Comme	Nbr of Spots 1		1	80
27	Fri 9p ET / 8p CT Made In Jersey ...F..	05		30 Comme	Nbr of Spots Closed PR		1	
28	M-F 530a News M.....	04	50	30 Comme	Nbr of Spots 1		1	50
28	M-F 6a News M.....	04	140	30 Comme	Nbr of Spots 1		1	140
30	M-F 7a CBS This Morning M.....	04	250	30 Comme	Nbr of Spots 1		1	250
30	M-F 7a CBS This Morning M.....	04	100	30 Comme	Nbr of Spots 1		1	100
30	M-F 7a CBS This Morning M.....	04	200	30 Comme	Nbr of Spots 1		1	200
Weekly Totals: Total Spots(Ord Spots)					58	17	75	
Open PR					-1		-1	-225
Closed PR					3		3	

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 402 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	36430	Campaign Ref:	E:120703008
Buyer:	NC	Client/Product/Estimate:	MCCRO /ORDR /C29N06	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06217721
Est./PO Number:	06217721	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
31	M-F 8a Dr Phil M..... 150	06	150	30 Comme	Nbr of Spots	1	1	150
33	Sat 8p ET / 7p CT CBS College FootballS 1000	05	1000	30 Comme	Nbr of Spots	1	1	1000
34	Sat 8p ET / 7p CT CBS College FootballS 1000	05	1000	30 Comme	Nbr of Spots	1	1	1000
35	Sun 1030a ET / 930a CT Face The NationS 175	05	175	30 Comme	Nbr of Spots	1	1	175
36	Sun 9a ET / 8a CT CBS Sunday Morning NewsS 50	04	50	30 Comme	Nbr of Spots	1	1	50
37	M-F 530a News ...T.... 100	04	100	30 Comme	Nbr of Spots	1	1	100
38	M-F 6a News ...T.... 80	04	80	30 Comme	Nbr of Spots	1	1	80
39	M-F 7a CBS This Morning ...T....	04		30 Comme				
Weekly Totals:					58	17	75	
Total Spots(Ord Spots)					-1		-1	-225
Open PR					3		3	
Closed PR								

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 402 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 36430	Campaign Ref: E:120703008
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C29N06	Sale Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06217721
Est./PO Number: 06217721	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
40	M-F 9a Dr Phil ..T...	05	80	30 Comme	Nbr of Spots 1		1	80
41	M-F 530a News T....	04	50	30 Comme	Nbr of Spots 1		1	50
42	M-F 6a News T....	04	140	30 Comme	Nbr of Spots 1		1	140
43	M-F 7a CBS This Morning T....	04	250	30 Comme	Nbr of Spots 1		1	250
44	M-F 8p ET / 7p CT NCIS T....	04	100	30 Comme	Nbr of Spots 1		1	100
45	M-F 9a Dr Phil T....	05	200	30 Comme	Nbr of Spots 1		1	200
46	Tue 9p ET / 8p CT NCIS Los Angeles T....	05	80	30 Comme	Nbr of Spots 1		1	80
47	Wed 10p ET / 9p CT CSI ..W...	06	150	30 Comme	Nbr of Spots 1		1	150
48	M-F 1135p ET / 1035p CT Late Show ..W...	06	1500	30 Comme	Nbr of Spots 1		1	1500
49	M-F 530a News ..W...	04	1200	30 Comme	Nbr of Spots 1		1	1200
Weekly Totals: (Total Spots/Ord Spots)					58	17	75	
Open PR					-1		-1	-225
Closed PR					3		3	

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 402 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 36430	Campaign Ref: E 120703008
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C29N06	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06217721
Est./PO Number: 06217721	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
50	M-F 6a News W....	04	100	30 Comme	Nbr of Spots	1	1	100
51	M-F 7a CBS This Morning W....	04	80	30 Comme	Nbr of Spots	1	1	80
52	Sat 1135p Panthers Huddle ...S.	04	70	30 Comme	Nbr of Spots	1	1	70
53	M-F 3p ET / 2p CT Let's Make A Deal MT....	05	150	30 Comme	Nbr of Spots	1	1	150
54	M-F 730p Scene On 7 M.....	06	250	30 Comme	Nbr of Spots	1	1	250
55	Fri 9p ET / 8p CT CSI NYF.	05	800	30 Comme	Nbr of Spots	1	1	800
56	M-F 7p News ...TF..	05	200	30 Comme	Nbr of Spots	1	1	200
57	Sat 8p ET / 7p CT CBS College FootballS.	05	1000	30 Comme	Nbr of Spots	1	1	1000
58	Sat SEC FootballS.	06	300	30 Comme	Nbr of Spots	2	2	600
59	Sat CBS NCAA Football	03	2000	30	Nbr of Spots	1	1	2000
Weekly Totals: Total Spots(Ord Spots)					58	17	75	
Open PR					-1		-1	-225
Closed PR					3		3	

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 402 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 36430	Campaign Ref: E:120703008
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C29N06	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06217721
Est./PO Number: 06217721	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
61	M-Su 11p News M.....	06	325	30 Comme	Nbr of Spots	1	1	325
62	Sun 1p ET / 12p CT NFL On CBSS	02	2500	30 Comme	Nbr of Spots	1	1	2500
63	Sun 4p ET / 3p CT NFL On CBSS	03	3000	30 Comme	Nbr of Spots	1	1	3000
64	Sun 730p ET / 630p CT 60 MinutesS	03	2500	30 Comme	Nbr of Spots	1	1	2500
65	Mon 8-9p ET / 7-8p CT How I Met / Partners M.....	03	2500	30 Comme	Nbr of Spots	1	1	2500
66	Mon 9-10p ET / 8-9p CT 2 Broke Girls / Mike & Molly M.....	03	3500	30 Comme	Nbr of Spots	1	1	3500
67	M-F 730p Scene On 7 ..F..	06	150	30 Comme	Nbr of Spots	1	1	150
68	M-F 7p NewsF..	06	200	30 Comme	Nbr of Spots	1	1	200
69	M-F 7p News	06	200	30 Comme	Nbr of Spots	1	1	200
Weekly Totals: Total Spots(Ord Spots)					58	17	75	
Open PR					-1		-1	-225
Closed PR					3		3	

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 402 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 36430	Campaign Ref: E:120703008
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C29N06	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06217721
Est./PO Number: 06217721	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
70	M-Su 11p News MTWTFSS Isolations: W/C 10/29 ... FS	06	325	30 Comme	Nbr of Spots	2	2	650
71	M-Su Late News Late Run MTWTFSS Isolations: W/C 10/29S	04	325	30 Comme	Nbr of Spots	1	1	325

Weekly Totals:	Total Spots(Ord Spots)	58	17	75
Open PR		-1		-1
Closed PR		3		3

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
8	Sat 8-9p	:30 Commercial	10/29/12	Closed Pre Emption	400.00	53 (11/06), 54 (11/05)	0000177696	
18	M-F 4-5p Judge Judy	:30 Commercial	10/29/12	Open Pre Emption	225.00		0000000000	E:120703008
27	Fri 9p ET / 8p CT Made in Jersey	:30 Commercial	10/29/12	Closed Pre Emption	900.00	55 (11/02)	0000181392	
35	Sun 1030a ET / 930a CT Face The Nation	:30 Commercial	10/29/12	Closed Pre Emption	275.00	56 (11/01)	0000184207	

Grand Totals

		Month 11 Weeks: 4	
	Totals	10/29	11/05
Spots	75	58	17
Cost	36655	27705	8950

Grand Totals:

<u>Spots:</u>		75
<u>Gross Total:</u>		36,430.00
<u>Commission:</u>		5,464.50
<u>Net Total:</u>		30,965.50